

ORDER

KSNV

Orders
 Order / Rev: 105517
 Alt Order #: 06841927
 Product Desc: Issue
 Estimate: 1615
 Flight Dates: 08/15/12 - 08/28/12
 Original Date / Rev: 08/14/12 / 08/14/12
 Order Type: GENERAL

Primary AE: Amy McCreary
 Sales Office: BLPHI
 Sales Region: National

Agency
 Name: Waterfront Strategies
 Buying Contact:
 Billing Contact:
 1010 Wisconsin Ave. NW
 Washington, DC 20007

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser
 Name: Patriot Majority
 Demographic: A35+
 Product Codes: PLI1
 Priority: 1
 Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru:
 Order Separation: 00:08:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	73	\$55,725.00	\$47,366.25
08/27/12	08/28/12	10	\$7,375.00	\$6,268.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	73	\$55,725.00	\$47,366.25	0.00
September 2012	10	\$7,375.00	\$6,268.75	0.00
Totals	83	\$63,100.00	\$53,635.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	33%	\$63,100.00
Market	100%	\$191,212.12

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	12%	\$22,945.45
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	23%	\$43,978.79
KTUD	1%	\$1,912.12
KVVU	23%	\$43,978.79
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	8%	\$15,296.97

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/15/12	08/21/12	M-F 5-6a WakeUp w/Wag	5-6a		MTWTF--	:30	5	\$400.00	1	0.00	NM	5	\$2,000.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/15/12	08/21/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	5	\$400.00	1	0.00	NM	5	\$2,000.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	MTWTF--					5	\$400.00		0.00			
E 2	KSNV	08/22/12	08/28/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTW----	:30	1	\$400.00	1	0.00	NM	1	\$400.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/22/12	08/28/12	MTW----					1	\$400.00		0.00			
E 3	KSNV	08/15/12	08/21/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	5	\$700.00	1	0.00	NM	5	\$3,500.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	MTWTF--					5	\$700.00		0.00			
E 4	KSNV	08/22/12	08/28/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTW----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/22/12	08/28/12	MTW----					1	\$700.00		0.00			
E 5	KSNV	08/15/12	08/21/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	4	\$1,400.00	1	0.00	NM	4	\$5,600.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	MTWTF--					4	\$1,400.00		0.00			
E 6	KSNV	08/22/12	08/28/12	Today Show Today Show	CM	658a-9am	MTW----	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/22/12	08/28/12	MTW----					1	\$1,400.00		0.00			
E 7	KSNV	08/18/12	08/18/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-					1	\$625.00		0.00			
E 8	KSNV	08/19/12	08/19/12	News 3 Sunrise - SUNDAY News 3 Sunrise SUNDAY	CM	6a-7a	-----S	:30	1	\$325.00	1	0.00	NM	1	\$325.00
NEWS 3 AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S					1	\$325.00		0.00			
E 9	KSNV	08/19/12	08/19/12	News 3 Today Wknd News 3 Today	CM	9a-930am	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NEWS 3 TODAY/WKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S					1	\$500.00		0.00			
E 10	KSNV	08/15/12	08/21/12	Wake Up Early w/ Wagners Wake Up Early Wagners	CM	430a-5a	MTWT--S	:30	3	\$200.00	1	0.00	NM	3	\$600.00
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	MTWT--S					3	\$200.00		0.00			
E 11	KSNV	08/22/12	08/28/12	Wake Up Early w/ Wagners Wake Up Early Wagners	CM	430a-5a	MTW----	:30	1	\$200.00	1	0.00	NM	1	\$200.00
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/22/12	08/28/12	MTW----					1	\$200.00		0.00			
E 12	KSNV	08/15/12	08/21/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	MTWTF--	:30	4	\$500.00	1	0.00	NM	4	\$2,000.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	MTWTF--					4	\$500.00		0.00			
E 13	KSNV	08/15/12	08/21/12		CM	10am-11am	MTWTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F Today Show III 4th H Today 4th Hour															
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/15/12		08/15/12	08/21/12	MTWTF--					3	\$325.00		0.00			
E 14	KSNV	08/22/12	08/28/12	M-F Today Show III 4th H Today 4th Hour	CM	10am-11am	MTW----	:30	1	\$325.00	1	0.00	NM	1	\$325.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/22/12		08/22/12	08/28/12	MTW----					1	\$325.00		0.00			
E 15	KSNV	08/15/12	08/21/12	Rachael Ray Rachael Ray	CM	11am-12pm	MTWTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/15/12		08/15/12	08/21/12	MTWTF--					3	\$325.00		0.00			
E 16	KSNV	08/15/12	08/21/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	4	\$425.00	1	0.00	NM	4	\$1,700.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/15/12		08/15/12	08/21/12	MTWTF--					4	\$425.00		0.00			
E 17	KSNV	08/22/12	08/28/12	Noon News Noon News	CM	12-1230pm	MTW----	:30	1	\$425.00	1	0.00	NM	1	\$425.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/22/12		08/22/12	08/28/12	MTW----					1	\$425.00		0.00			
E 18	KSNV	08/15/12	08/21/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	4	\$450.00	1	0.00	NM	4	\$1,800.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/15/12		08/15/12	08/21/12	MTWTF--					4	\$450.00		0.00			
E 19	KSNV	08/15/12	08/21/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	MTWTF--	:30	4	\$600.00	1	0.00	NM	4	\$2,400.00
FIRST NEWS 3 AT FOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/15/12		08/15/12	08/21/12	MTWTF--					4	\$600.00		0.00			
E 20	KSNV	08/22/12	08/28/12	News 3 at 4 (1/2 hr) News 3 at 4 (1/2 hr)	CM	4-430p	MTW----	:30	1	\$600.00	1	0.00	NM	1	\$600.00
FIRST NEWS 3 AT FOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/22/12		08/22/12	08/28/12	MTW----					1	\$600.00		0.00			
E 21	KSNV	08/15/12	08/21/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	MTWTF--	:30	3	\$700.00	1	0.00	NM	3	\$2,100.00
NEWS 4 AT 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/15/12		08/15/12	08/21/12	MTWTF--					3	\$700.00		0.00			
E 22	KSNV	08/15/12	08/21/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	5	\$1,000.00	1	0.00	NM	5	\$5,000.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/15/12		08/15/12	08/21/12	MTWTF--					5	\$1,000.00		0.00			
E 23	KSNV	08/22/12	08/28/12	M-F Early News M-F Early News	CM	5-630p	MTW----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/22/12		08/22/12	08/28/12	MTW----					1	\$1,000.00		0.00			
E 24	KSNV	08/18/12	08/18/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$650.00	1	0.00	NM	1	\$650.00
KSNV EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	-----S-					1	\$650.00		0.00			
E 25	KSNV	08/15/12	08/21/12		CM	630-7pm	MTWTF--	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F Jeopardy															
M-F Jeopardy															
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	MTWTF--					4	\$1,000.00		0.00			
E 26	KSNV	08/22/12	08/28/12	M-F Jeopardy	CM	630-7pm	MTW----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
M-F Jeopardy															
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/22/12	08/28/12	MTW----					1	\$1,000.00		0.00			
E 27	KSNV	08/15/12	08/21/12	M-F Wheel	CM	7-730pm	MTWTF--	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
M-F Wheel of Fortune															
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	MTWTF--					4	\$1,000.00		0.00			
E 28	KSNV	08/18/12	08/18/12	Wknd Wheel of Fortune	CM	7-730pm	-----S-	:30	1	\$500.00	1	0.00	NM	1	\$500.00
SAT/ Wheel of Fortune															
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-					1	\$500.00		0.00			
E 29	KSNV	08/21/12	08/21/12	Tues PR 8-10p	CM	8-10pm	-T-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
Tuesday Prime 8-10pm															
AMERICA'S GOT TALENT (O) 8/14-9/4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-T-----					1	\$4,000.00		0.00			
E 30	KSNV	08/15/12	08/15/12	Wed PR 8-9p	CM	8-9pm	--W----	:30	1	\$2,400.00	1	0.00	NM	1	\$2,400.00
Wednesday Prime 8-9pm															
AMERICA'S GOT TALENT (R) 8/15-9/19															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--W----					1	\$2,400.00		0.00			
E 31	KSNV	08/18/12	08/18/12	Sat PR 10-11p	CM	10-11pm	-----S-	:30	1	\$2,000.00	1	0.00	NM	1	\$2,000.00
Saturday Prime 10-11pm															
LAW & ORDER: SVU (R)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-					1	\$2,000.00		0.00			
E 32	KSNV	08/15/12	08/21/12	M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	4	\$1,100.00	1	0.00	NM	4	\$4,400.00
M-F News 3 at Eleven															
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	MTWTF--					4	\$1,100.00		0.00			
E 33	KSNV	08/22/12	08/28/12	M-F News 3 at Eleven	CM	11pm-1135pm	MTW----	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
M-F News 3 at Eleven															
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/22/12	08/28/12	MTW----					1	\$1,100.00		0.00			
E 34	KSNV	08/18/12	08/18/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
Sa-Su News 3 at Eleven															
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-					1	\$1,100.00		0.00			
E 35	KSNV	08/19/12	08/19/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
Sa-Su News 3 at Eleven															
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S					1	\$1,100.00		0.00			
E 36	KSNV	08/15/12	08/21/12	Late Night w/Fallon	CM	1237a-136am	MTWTF--	:30	3	\$425.00	1	0.00	NM	3	\$1,275.00
Late Night w/Fallon															
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	MTWTF--					3	\$425.00		0.00			
E 37	KSNV	08/22/12	08/28/12		CM	1135p-1237a	MTW----	:30	1	\$425.00	1	0.00	NM	1	\$425.00

